

Hawaii Tourism Asia Opens New Offices in Asia



Hawaii Tourism Asia officially opened its offices in Shanghai, Seoul and Taipei on January 1, 2004. The office opening ceremony for **Hawaii Tourism Korea** was held on January 9 with over 60 travel trade VIPs and 15 journalists participating.

Hawaii Tourism Korea (HTK) Office (left to right):

J.P. Sho: Korea Representative HTK, Emily Kim: Travel Trade Marketing Director HTK, U.S. Chung: Chairman and CEO, Korea Tourism Association, W. S. Chung: Chairman, Korea Association of Travel Agents, Michael Merner: Managing Director, Hawaii Tourism Asia, Sonja Hong: Representative-Las Vegas Convention and Visitors Authority, Irene Lee: Public Relations Director HTK, Y.T. Park: Representative -Marianas Visitors Authority

Hawaii Tourism China (HTC)

held its office opening ceremony on January 12 with Travel Trade VIPs and media participating, including Mr. Wang Xiangcai, Secretary-General of the Shanghai Tourism Assn.



Hawaii Tourism China Office (left to right):

Christine Li: Marketing Manager HTC, Michael Merner: Managing Director, Hawaii Tourism Asia, James Mayfield: Commercial Consul of U.S. Consulate, Tina Yao: Public Relations Director HTC, Wang Xiangcai: Secretary-General of the Shanghai Tourism Association, Jane Dong: Consumer Promotion Manager HTC

For more information on Marketing Garden Ltd. and staff profiles, please visit: <http://www.marketinggarden.com>

Hawaii Tourism Asia sends a FAM Trip to Hawaii

Hawaii Tourism Asia organized a FAM Trip to Hawaii for its staffs from January 18 through January 24. A team of 7 marketing officers from the Shanghai, Seoul, Taipei and Tokyo offices visited Oahu, Kauai, Big Island, Maui and Lanai in 7 days and had meetings with Island Bureaus and other industry partners. The team also visited major attractions on each Island such as the Bishop Museum, Hawaii Volcanoes National Park, Fern Grotto on Kauai, Maui Ocean Center, etc.

New Korea Website Launched



Hawaii Tourism Korea's official website was launched to serve local web users. As the Internet is emerging as the No. 1 source of information for Koreans, Hawaii Tourism Korea is focusing on strengthening its web promotions.

<http://www.gohawaii.or.kr/>

Asia Promotional Opportunities

World Travel Fair 2004 in Shanghai

Hawaii Tourism China is participating in the U.S. Commercial Service booth at the World Travel Fair 2004 in Shanghai from February 19 to 22. We are happy to distribute your brochures at the Fair. Please feel free to ship your brochures to Hawaii Tourism China and any small giveaways are also welcome. For more information on WTF, please visit:

<http://www.worldtravelfair.com.cn>

KOTFA in Seoul June 3 ~ 6

The largest travel fair in Korea, Korea World Travel Fair (KOTFA), will be held June 3 ~ 6, 2004 at the COEX Convention Center in Seoul. An individual booth fee is \$3,000. Hawaii Tourism Korea will coordinate the Hawaii booths, and the participation fee and details will be announced soon via this newsletter. For more information on KOTFA, please visit:

http://www.kotfa.com/kotfa/english/fair/fair_sub01.html

KBS "101% on Sundays - Dream Team" TV Filming

Hawaii Tourism Korea has reached agreement with KBS TV, the #1 TV network in Korea, to bring Korea's most popular TV show to Hawaii in early March to generate over 4 weeks of coverage, consisting of 200 minutes of prime-time exposure for Hawaii worth \$16 million dollars.

Your Promotional Brochures in Asian Markets

The Hawaii Tourism Asia offices in Shanghai, Seoul and Taipei welcome your brochures to display and distribute in the Market. Please send your brochures directly to the following addresses.

Hawaii Tourism Korea

Soonwha Building, Suite 1310
5-2 Soonwha-dong, Joong-Gu, Seoul 100-731, Korea
Tel: (822) 777-0033 Fax: (822) 777-8179
Email: irenelee@marketinggarden.com (PR)
Email: emilykim@marketinggarden.com (Travel Trade)

Hawaii Tourism China

Novel Plaza, Suite 1605
128 Nanjing Road West, Shanghai 200003, China
Tel: (8621) 6359-1523 Fax: (8621) 6359-1571
Email: tinayao@marketinggarden.com (PR)
Email: li@marketinggarden.com (Travel Trade)

Hawaii Tourism Taiwan, Hong Kong & Singapore

Presidential Financial Bldg., Suite 806
No.51 Keelung Road, Section 2, Taipei 11075, Taiwan
Tel: (886-2) 2377-4930 Fax: (886-2) 2377-4375
Email: jemysee@marketinggarden.com (PR & Travel Trade)
Email: chang@marketinggarden.com (PR & Travel Trade)

Hawaii Tourism Asia Marketing Plan 2004

Hawaii Tourism Asia has created a detailed Asia Marketing Plan for 2004. We would welcome your participation in all activities. If you would like to receive our **Monthly Asia Newsletter** which contains more information on our Marketing Activities in Asia and participation opportunities, please fill in the form below and return to: sakamoto@marketinggarden.com

Company/Organization	
Name	
Title	
Telephone	
Fax	
E-mail Address	
Company URL	http://
List E-mail addresses of other staff in your company that you would like to receive this Monthly Asia Newsletter	
Comments	

